

24 April 2023

**HSBC/HKU HK BUSINESS CASE COMPETITION:
GLOBAL PERSPECTIVE SHINES IN WINNING PROPOSAL***City University of Hong Kong Crowned Champion in 2023 Edition*

City University of Hong Kong beat eight local university teams to win the HSBC/HKU Hong Kong Business Case Competition 2023. The winning team will go on to represent Hong Kong in the HSBC/HKU Asia Pacific Business Case Competition 2023, to be held from 29 May to 1 June.

Thirty-six students from nine university teams took part in the Hong Kong competition that concluded on 22 April 2023. They were tasked to create a marketing proposal for a Hong Kong-born tourbillon watches company, which is looking to strengthen its position in local and overseas markets after the pandemic.

The City University of Hong Kong team demonstrated clear understanding of the case company's business strategy and offered compelling ideas that illustrated their knowledge of important local and global trends, according to the judges. The team will go on to compete with 23 other university teams from Asia Pacific in the HSBC/HKU Asia Pacific Business Case Competition 2023.

Luanne LIM, Chief Executive, Hong Kong, HSBC, said, "There are numerous examples of homegrown success in Hong Kong, where entrepreneurs take the best of local heritage and global inspiration to create a unique Hong Kong brand. At HSBC, we have been connecting Hong Kong to the world and the world with Hong Kong. We hope to inspire the participating students, who are our future business leaders, to do the same through this competition."

HSBC has supported this annual event since 2008. With an aim to help nurture local talent and prepare them for the working world, the competition is designed to develop inspirational thinking applicable to solve complex global business issue. Notably, this was the first in-person competition since 2019.

Professor Hongbin CAI, Dean of HKU Business School, said, “One of the challenges facing businesses in Hong Kong and perhaps around the world is talent acquisition and skills development. We believe that nurturing local professionals is just as important as attracting those from elsewhere because of the direct benefits it brings to our community. This competition enhances the connection between local business leaders and future talent, creating a positive impact on skills development. It also provides an opportunity for Hong Kong university students to take part in case-based learning where they can develop skills in analytical thinking and reflective judgment through discussion on complex, real-life scenarios that are related to the future economy.”

The winners of the HSBC/HKU Hong Kong Business Case Competition 2023 are:

Champion (HKD8,000)	City University of Hong Kong
First runner-up (HKD5,000)	The Chinese University of Hong Kong
Second runner-up (HKD2,000)	Hong Kong Metropolitan University

Organised by the Asia Case Research Centre, HKU Business School and The University of Hong Kong, the HSBC/HKU Hong Kong Business Case Competition is HSBC’s flagship philanthropic project in Asia Pacific. The Competition is designed to nurture future business leaders by enhancing the skills of university students, helping them to develop a global perspective and broaden their career prospects.

Learn more about the Hong Kong and Asia Pacific business case competitions: <https://competition.acrc.hku.hk/>

ends/more

Note to editors:

Participating students in the Hong Kong competition came from nine universities: City University of Hong Kong, Hong Kong Baptist University, Hong Kong Metropolitan University, Hong Kong Shue Yan University, Lingnan University, The Chinese University of Hong Kong, The Hang Seng University of Hong Kong, The Hong Kong Polytechnic University and The Hong Kong University of Science and Technology.

Photo caption



Luanne LIM, Chief Executive, Hong Kong, HSBC (far left) presented the award to City University of Hong Kong, winner of the HSBC/HKU Hong Kong Business Case Competition 2023.



Thirty-six students from nine university teams took part in the HSBC/HKU Hong Kong Business Case Competition 2023 that concluded on 22 April.

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 62 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,967bn at 31 December 2022, HSBC is one of the largest banking and financial services organisations in the world.

Asia Case Research Centre (ACRC), HKU Business School, The University of Hong Kong

Tracing its roots back over a century, The University of Hong Kong's ("HKU") 270,000 alumni have been at the forefront of community life, providing leadership in government, in commerce and industry, in education, and in the arts, sciences and culture. Globally, HKU has established a solid reputation as a premier international university and a member of the global family of universities. HKU strives to be Asia's Global University. The aspiration at the HKU Business School is just as ambitious: to leverage its deep root in Hong Kong and strong engagement with China to extend our international presence, to nurture first-class business leaders and cultivate their global perspective with Asian focus, as well as to foster both academic and applied research endeavours to serve the needs of Hong Kong, China and the rest of the world in the fast-changing global economy, just as the School's tagline stated, "Inspire. Empower. Lead".

The Asia Case Research Centre ("ACRC") is affiliated with the HKU Business School. It was founded in 1997 to address the need for rich business cases with an Asian focus. The ACRC is committed to the advancement of learning and teaching in business education and strives to promote leading management thinking through research on the latest practices in the Asia Pacific business environment. The ACRC is a major producer of quality business cases. It boasts a repository of over 700 business case studies developed in collaboration with many of the region's leading companies.

ends/all